

**Form ADV Part 2B – Brochure Supplement  
Item 1: Cover Page  
March 2024**

**Western Wealth Management LLC  
Doing business as**

**Woodlake Wealth Management**

14143 Denver West Pkwy., Ste. 450  
Golden, CO 80401  
Phone: (720) 206-1538  
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**Michael A. Coleman  
CRD#3215616**

Firm Contact: Kara Jett, Chief Compliance Officer

This brochure supplement provides information about Michael A. Coleman that supplements our brochure. You should have received a copy of that brochure. Please contact Kara Jett, Chief Compliance Officer if you did not receive our firm's brochure or if you have any questions about the contents of this supplement.

Additional information about Michael A. Coleman is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) and/or FINRA's Broker Check at [www.finra.org/brokercheck](http://www.finra.org/brokercheck).

## Item 2: Educational Background & Business Experience

### Michael A. Coleman

Year of Birth: 1969

#### **Educational Background:**

- 1991 – VCU -Psychology

#### **Business Background:**

- 3/2017– Present – Western Wealth Management, Investment Advisor Representative
- 03/2017 – Present – LPL Financial, Registered Representative
- 5/2009 – 3/2017 – Ameriprise Financial, Financial Advisor
- 9/2004 – 5/2009 – Merrill Lynch, Financial Advisor

#### **Exams & Professional Designations:**

- 6/1999 – Series 7 - General Securities Representative Examination
- 7/1999 – Series 63 - Uniform Securities Agent State Law Examination
- 11/1999 – Series 65 - Uniform Investment Adviser Law Examination
- 2/2004 – Series 31 - Series 31 - Futures Managed Funds Examination

## Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to your evaluation of Mr. Coleman. There may be items that are contained on [www.brokercheck.finra.org](http://www.brokercheck.finra.org) or [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) that you may wish to review and consider in your evaluation of your advisor's background.

## Item 4: Other Business Activities

Mr. Coleman is a Registered Representative of LPL Financial, member FINRA/SIPC. As a Registered Representative, Mr. Coleman may solicit, offer and sell securities through LPL Financial and may receive separate, yet normal and customary commission compensation as a result of executing purchases and sales of brokerage transactions on behalf of investment advisory clients. The client is under no obligation to purchase or sell securities through Mr. Coleman or LPL Financial. In addition, Mr. Coleman may receive other compensation such as mutual fund or money market 12b-1 fees (marketing fees) and trail commissions from variable insurance products. The potential for receipt of commissions and other compensation may create a conflict of interest and provide an incentive for Mr. Coleman to recommend investment products based on the compensation received, rather than on the client's needs. WWM addresses this conflict of interest by requiring Mr. Coleman to disclose to the client at the time a brokerage account is opened through LPL Financial the nature of the transaction or relationship, his role as a LPL Registered Representative, and any compensation including commissions and 12b-1 fees that may be paid by the client and/or received by Mr. Coleman.

Mr. Coleman is a licensed insurance agent/broker. He may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation he may earn and may not necessarily be in the best interests of the client. In order to minimize this conflict of interest, Mr. Coleman will place client interests ahead of his own interests and adhere to our firm's Code of Ethics. Clients are informed they are not obligated to purchase these products.

Mr. Coleman conducts the above investment related activities and may also conduct other business or investment related activities under the Doing Business As ("DBA") name of Woodlake Wealth Management. Woodlake Wealth Management is a separate entity from and is not owned or controlled by Western Wealth Management or LPL Financial.

Mr. Coleman is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his time.

#### **Item 5: Additional Compensation**

In connection with the transition of Mr. Coleman's clients to the LPL Financial custodial platform and Mr. Coleman's association as a registered representative of LPL Financial, Mr. Coleman received or will receive financial transition support from LPL Financial in the form of a 2 year repayable loan and a transition credit. The transition credit received by Mr. Coleman is in the form of an upfront cash payment. The amount of the upfront cash payment represents a substantial payment. The amount of the loan, paid to Mr. Coleman in March of 2017, represents a substantial payment. The loan is intended to provide working capital to Mr. Coleman in order to cover start up or operating costs. We encourage you to discuss any such conflicts of interest with your representative before making a decision to custody your assets at LPL Financial.

The payments Mr. Coleman received are in addition to the production bonuses, stock options and other economic benefits that he is entitled to receive as a registered representative of LPL Financial. The amount of these payments are significant in relation to the overall revenue earned or compensation received by Mr. Coleman at his prior firm. Such payments are based on the size of the representative's business established at his prior firm and/or assets expected to be under custody on the LPL Financial platform. As a result, Mr. Coleman has a financial incentive to recommend that clients establish an account with LPL Financial. This financial incentive creates a conflict of interest in connection with Mr. Coleman's recommendation of LPL Financial.

Mr. Coleman may receive economic benefits from persons other than clients in connection with advisory services. Please ask your financial advisor about whether he receives any of the forms of additional compensation outlined below.

Your Advisor may receive compensation from LPL Financial in different ways, such as payments based on production, awards of stock options to purchase shares of LPL's parent company, LPL Financial Holdings Inc., reimbursement of fees that your financial advisor pays to LPL for items such as administrative services, and other things of value such as free or reduced-cost marketing materials, payments in connection with the transition of association from another

broker/dealer or investment advisor firm to LPL, advances of advisory fees, or attendance at LPL's national conference or top producer forums and events. LPL may pay your financial advisor this compensation based on his overall business production and/or on the amount of assets custodied at LPL Financial. Therefore, the amount of this compensation may be more than what your financial advisor would receive if the client participated in other programs or paid separately for investment advice, brokerage and other client services. Therefore, your financial advisor may have a financial incentive to recommend an advisory program over other programs and services. However, your financial advisor may only recommend a program or service that he believes is suitable for you.

Mr. Coleman may be eligible to receive cash and/or non-cash compensation from product sponsors for recommending certain types of insurance or other investment products. Compensation may include such items as gifts valued at less than \$100 annually, an occasional dinner or ticket to a sporting event, or reimbursement in connection with educational and training meetings or marketing or advertising initiatives. Product sponsors may also pay for education or training events that they may attend. While Western Wealth Management and LPL Financial endeavor at all times to put the interests of our clients first as part of our fiduciary obligation, the possibility of receiving cash and non-cash compensation could create a conflict of interest when recommending certain products.

#### **Item 6: Supervision**

Western Wealth Management LLC maintains a supervisory structure and system reasonably designed to prevent violations of the Investment Advisers Act of 1940. Kara Jett, Chief Compliance Officer of Western Wealth Management LLC, supervises and monitors Mr. Coleman's activities on a regular basis. Kara Jett is responsible for administering the Western Wealth Management policies and procedures for investment advisory activities and for regularly evaluating their effectiveness. Please contact Kara Jett if you have any questions about Mr. Coleman's brochure supplement at (303) 393-2323.